Asia Society Southern California

ANNUAL GALA DINNER

Honoring

I-FEI CHANG
CEO and President
Greenland USA

KISHORE LULLA
Group Executive Chairman
Eros International

HENRY NGUYEN
Managing General Partner
IDG Ventures Vietnam

When: Saturday, June 20, 2015
6:00 p.m. VIP Reception
7:30 p.m. Dinner and Program

Where: Hyatt Regency Century Plaza
2025 Avenue of the Stars
Los Angeles, CA 90067

What: A festive evening to support Asia Society and its innovative programs, the honorees include three internationally successful entrepreneurs who are making significant commitments to Los Angeles. I-Fei Chang leads the Metropolis development, which is rapidly changing our skyline and enhancing downtown. Kishore Lulla has built Eros into the biggest global distributor of Bollywood films and is now expanding to Los Angeles. Henry Nguyen is a leading venture capitalist in Vietnam and principal owner of the Los Angeles Football Club, a new Major League Soccer team. The program will feature musical entertainment, a raffle and a live auction.

The Audience: The Gala Dinner brings together prominent representatives in the fields of arts and culture, policy and business, and education. Expected attendance is over 400 influential guests from Southern California and Asia.

The Sponsors: The Gala Dinner provides a unique opportunity for sponsors to demonstrate their deep interest in Asia to Southern California’s business, civic and academic leaders.

Asia Society Southern California: is the leading non-profit, non-partisan, pan-Asian organization dedicated to strengthening relationships and promoting understanding among the people of Southern California and the Asia/Pacific region. Established in Los Angeles in 1983, and with a large and diverse Asian and Pacific Islander American (APIA) population throughout Southern California, ASSC is ideally situated at the gateway to the Asia/Pacific region. ASSC has played a pivotal role through creative programs and activities in increasing shared knowledge, enhancing dialogue and furthering cultural exchanges transcending regional boundaries. The Asia Society was founded in 1956 by John D. Rockefeller 3rd. Asia Society is a nonpartisan, nonprofit institution with headquarters in New York, centers in Hong Kong and Houston, and affiliated offices in Los Angeles, Manila, Mumbai, San Francisco, Seoul, Shanghai, Sydney, and Washington, DC. For more information, go to www.asiasociety.org/southern-california.
Asia Society Southern California
ANNUAL GALA DINNER
2015
SPONSORSHIP OPPORTUNITIES

GALA DINNER SPONSOR - $50,000 (Limit 1)
• Three Table of 10 in “Gala Dinner Sponsor” location
• Two Seats at head table with honorees, ASSC Board Members, Honorary Chairs and other VIPs
• Invitation to Company/CEO to serve as Honorary Dinner Co-Chair
• Opportunity to speak for five minutes at the podium at the Gala Dinner
• Opportunity to meet privately and be photographed with the honorees
• Full-page “Dinner Sponsor” ad on the inside front cover of the Gala Dinner program
• Logo displayed as exclusive “Gala Dinner Sponsor” on event signage and promotional materials
• “Gala Dinner Sponsor” recognition during the multimedia presentation
• Company name/logo featured on ASSC website, and in Gala Dinner advertising
• Social media mentions (primarily Facebook and Twitter)
• Company name prominently displayed on sponsor tables
• 30 Individual memberships to ASSC
• Five tickets to the 2015 U.S.-China Film Summit and two tickets to the U.S.-China Film Gala Dinner

PLATINUM SPONSOR - $25,000
• One Table of 10 in “Platinum Sponsor” location
• One Seat at head table with honorees, ASSC Board Members, Honorary Chairs and other VIPs
• Invitation to Company/CEO to serve as Honorary Dinner Co-Chair
• Opportunity to be photographed with the honorees
• Full-page “Platinum Sponsor” ad in the Gala Dinner program
• Logo displayed as “Platinum Sponsor” on event signage and promotional materials
• “Platinum Sponsor” recognition during the multimedia presentation
• Company name/logo featured on ASSC website, and in Gala Dinner advertising
• Social media mentions (primarily Facebook and Twitter)
• Company name prominently displayed on sponsor table
• 15 Individual memberships to ASSC

GOLD SPONSOR - $15,000
• One Table of 10 in “Gold Sponsor” location
• Invitation to Company/CEO to serve on Dinner Committee
• Full-page “Gold Sponsor” ad in the Gala Dinner program
• Name and logo displayed as “Gold Sponsor” event signage and promotional materials
• “Gold Sponsor” recognition during the multimedia presentation
• Company name and logo featured on ASSC website
• Company name prominently displayed on sponsor table
• 10 Individual memberships to ASSC
SILVER SPONSOR - $10,000
- One Table of 10 in “Silver Sponsor” location
- Half-page “Silver Sponsor” ad in the Gala Dinner program
- Name and logo displayed as “Silver Sponsor” on event signage and promotional materials
- “Silver Sponsor” recognition during the multimedia presentation
- Company logo and name featured on ASSC website
- Company name prominently displayed on sponsor table
- 5 Individual memberships to ASSC

BRONZE SPONSOR - $5,000
- One Table of 10 in “Bronze Sponsors” location
- Half-page “Bronze Sponsor” ad in the Gala Dinner program
- Name displayed as “Bronze Sponsor” on event signage and promotional materials
- “Bronze Sponsor” recognition during the multimedia presentation
- Company name featured on ASSC website
- Company name prominently displayed on sponsor table
- 3 Individual memberships to ASSC

<table>
<thead>
<tr>
<th>Level</th>
<th>Gala Dinner (limit 1)</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dinner tickets</td>
<td>30</td>
<td>10</td>
<td>10</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>Seats at head table w/Honorees, ASSC board, Honorary Chairs and other VIPS</td>
<td>2</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Invitation to Company/CEO to serve as Honorary Co-Chair</td>
<td>yes</td>
<td>yes</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Opportunity to speak at podium during dinner</td>
<td>yes (5 mins)</td>
<td>yes</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Invitation to Company/CEO to serve on Dinner Committee</td>
<td></td>
<td>yes</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Opportunity for private meeting &amp; photo with the honorees</td>
<td>yes</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Opportunity for photo with the honorees</td>
<td></td>
<td>yes</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Program Ad</td>
<td>Full page - inside front cover</td>
<td>Full page</td>
<td>Full page</td>
<td>Half page</td>
<td>Half page</td>
</tr>
<tr>
<td>Name and Logo on promotional materials &amp; event signage (level specific)</td>
<td>yes</td>
<td>yes</td>
<td>yes</td>
<td>yes</td>
<td>yes</td>
</tr>
<tr>
<td>Recognition during multimedia presentation (level specific)</td>
<td>yes</td>
<td>yes</td>
<td>yes</td>
<td>yes</td>
<td>yes</td>
</tr>
<tr>
<td>Name and Logo on ASSC website &amp; Gala advertising</td>
<td>yes</td>
<td>yes</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Name and Logo on ASSC website</td>
<td>yes</td>
<td>yes</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Name on ASSC website</td>
<td></td>
<td>yes</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Name displayed on sponsor table</td>
<td>yes</td>
<td>yes</td>
<td>yes</td>
<td>yes</td>
<td>yes</td>
</tr>
<tr>
<td>Social media mentions (primarily Twitter and Facebook)</td>
<td>yes</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ASSC Memberships - individual</td>
<td>30</td>
<td>15</td>
<td>10</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>Tickets to US-China Film Summit</td>
<td>5</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tickets to US-China Film Summit Gala Dinner</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

PROGRAM ADVERTISEMENT ONLY  Full-page - $5,000  Half-page - $2,500  Quarter-page $1,250

INDIVIDUAL TICKETS  $400 Asia Society Members / $500 General

- Sponsor names and logos will be printed on materials and appear within dinner program provided the information is received by printing deadline dates.
- Seating arrangements will be made according to the level of sponsorship, with priority given to highest-level sponsors.
- For all tables of ten, the table buyer has the option of Asia Society Southern California assigning Asia Society guests to the table.
Asia Society Southern California
ANNUAL GALA DINNER
2015

SPONSORSHIP FORM

NAME: ___________________________________ TITLE: ________________________________

COMPANY: _______________________________________________________________________

ADDRESS: _______________________________________________________________________

CITY: ___________________________ STATE: _________ ZIP: _____________________________

PHONE: ___________________________ FAX: ________________________________

E-MAIL: ___________________________

We would like to participate at the following level:

_____ $50,000 Gala Dinner Sponsor  _____ $25,000 Platinum Sponsor  _____ $15,000 Gold Sponsor

_____ $10,000 Silver Sponsor  _____ $5,000 Bronze Sponsor

Dinner Program Advertisement ONLY:

_____ Full-page at $5,000  _____ Half-page at $2,500  _____ Quarter-page at $1,250

Individual Tickets:

_____ Tickets at $400 (Asia Society Member)  _____ Tickets at $500 (General)

Although we cannot participate as a sponsor, we would like to make a contribution in the amount of $____________.

Please bill my ____ Visa  ____ MasterCard  ____ American Express  Amount $_____________

Account# _______________________________ Security Code ____________________________

Expiration Date __________ Signature ______________________________________________

Billing address ________________________________________________________________

_____ Check enclosed (made payable to “Asia Society”)

Asia Society is a non-profit 501(c)(3) organization. Tax ID# 13-3234632

Please return this form to:
Asia Society Southern California
244 S. San Pedro Street, Suite 201, Los Angeles, CA 90012
Phone: (213) 788-4700  Fax: (213) 788-4701